

State in the Union! We are constrained to believe that Philadelphia was trying to pay a compliment to our bereaved city through *American Medicine*, and let the world know that it desired to share its glory with its stricken—but not fallen—sister.

Is it so very hard to tell the truth; to be just plain, ordinary, simple honest? Is it difficult to avoid lies and deceit and trickery, when dealing with physicians? **IS IT** Are they of such simple mind **HARD?** that, forsooth, it is impossible to keep from gulling them, the temptation being so great? It would certainly seem so. Some four years ago this JOURNAL began to say things about nostrums advertised to the medical profession, and somewhat later urged upon the American Medical Association the necessity for taking some action against the rapidly increasing pest of these deadly cure-alls or sure specifics. Fortunately for our profession, and the safety of our patients, the Association has taken up the work, as you know, through its Council on Pharmacy and Chemistry. Our Publication Committee, in the early days of its existence, thought it knew something of the rottenness of the nostrum or "proprietary" business; in the light of the facts being accumulated by the Council, your Publication Committee seems to have known comparatively nothing. There seems to be hardly a single manufacturer who has not in the past, or does not now stoop to the level of dishonesty, either active or passive, in his dealings with the medical profession. Some simple mixture will be put out under a new and high sounding name, and for it most exaggerated, to say the least, claims will be made. Fooled by these false claims, or by the technology of chemical ingredients of which the physician is necessarily ignorant—and knowingly the manufacturer plays upon this lack of technical knowledge—the stuff is used by physicians when if they but knew the real truth it would have no consideration. What the Council of Pharmacy and Chemistry, what the American Medical Association, what every thinking physician wants, is merely honesty of the homely or "garden" variety. Just plain ordinary truth about the things which we are asked to use and prescribe, and the properties and virtues of these things. Is that asking too much? Is the Association, or its Council, asking too much of the pharmaceutical manufacturers of this country when it asks for the plain, simple truth? Will it pay any manufacturer, in view of the serious manner in which the Association has taken up the work, and will continue it, longer to follow the practices of dishonesty, concealment, fraud and misstatement? Gentlemen, it is all up to you. Will you follow the work of the Council—a work intended solely for your own betterment and your own help—and will you see to it that such frauds as are disclosed by the Council never more receive recognition from you?

Remember our new address, 2210 Jackson Street, San Francisco.

For instance, it is quite probable that you will not find in the approved list of "new and non-official remedies," that delicious-

A SINGLE ly fraudulent and wonderful
ILLUSTRATION. preparation, "satyria." Why?

Well, if the manufacturer ever sends you one of the old pamphlets advertising this stuff, you will find therein something like this:

"Impotency due to any cause whatever, be it orchitis, epididymitis, former gonorrhea, the result of onanism or masturbation, senility or overindulgence, is eliminated by satyria. It is of equal value in gynecologic practice. When the ovaries undergo atrophy and ovulation ceases to be accomplished, with the usual accompaniment of sterility, satyria brings about a restoration of the lost function. In addition to this it prevents further uterine atrophy and in a comparatively short time the uterus regains its former size and physical as well as physiological capacity."

This is almost as interesting and quite as true as the fairy stories about spontaneous generation of life. The next step would naturally be the claim that a little satyria, energetically rubbed into the skin of a dead person would not only restore him to life, but would make a young live man out of an old dead one. We do not believe that there is a physician in the State of California so densely ignorant as to believe this sort of rot, but that there must be some medical men in the country who do believe it, is evidenced by the fact that the "manufacturers" continue to make the stuff and to advertise it.

It is with no small degree of pleasure that we note that the *Texas State Journal of Medicine*, the official journal of the Texas State Medical Society, has taken up a very energetic campaign against the cut-rate fee for life insurance examinations. The claim is being made by the companies that, because of the recent insurance exposures, and consequent legislation, cutting down the amount which may be expended to secure new business—what is called the "expense loading"—they cannot afford to pay more than \$3.00 for a medical examination for a policy of \$1,000.00. Let it be granted that, for the sake of argument, this is true. Then it would naturally follow that the company could afford a fee of \$6.00 for a \$2,000.00 policy; a fee of \$9.00 for a \$3,000.00 policy; a fee of \$12.00 for a \$4,000 policy, etc. This is figuring on the basis which the companies themselves have advanced—an expense loading for medical examination of \$3.00 per thousand. But has any one heard the slightest hint of a whisper from the companies that they would pay such fees—fees which the expense loading permits and which even the new and much required legislation does not interfere with? If any such there be, we should much like to have his name and address. Not at all. You are just a poor doctor, glad to get